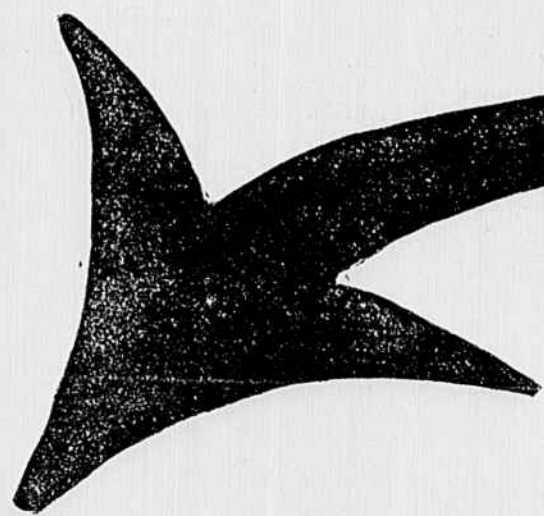


Free Cake of Palmolive Soap



It's *two for one* tomorrow and as long as the supply holds out—two cakes of your favorite Palmolive for the price of one.

Just tear out the coupon that appears below. It's "legal tender" at any store where the soap is sold—

—will buy you one cake of Palmolive Soap if you buy another. You get two cakes for only 10 cents by presenting this *free 10-cent* coupon.

It isn't necessary, here, to dwell upon the excellence of Palmolive and the qualities which make it the great and favorite toilet soap.

If you have used Palmolive even once *you know*, and will be the first to use the coupon.

If you haven't, this is your chance to prove *the truth* of all you have heard about Palmolive. To make the acquaintance of this great *Palm and Olive oil soap*.

Take the coupon to any dealer that sells soap and he will honor it.

If You Will Present This Coupon

10¢

This coupon will be accepted (if presented within thirty days) as full payment for one cake of Palmolive Soap when the holder purchases another cake at the regular price.

Only one coupon may be presented by each family and the name and address of the party receiving soap must be signed in full to the following:

I hereby certify that I have this day purchased one cake of Palmolive Soap from my dealer and received one cake of Palmolive Soap Free.

NOTICE TO DEALERS: This coupon will be redeemed at 10¢ in cash only under following conditions: It must be returned direct to the B. J. Johnson Soap Company, Inc., Milwaukee, Wisconsin. It must bear the full name and address and be signed by the party receiving the soap. WE POSITIVELY WILL REFUSE TO REDEEM COUPONS CUT FROM NEWSPAPERS PURCHASED BY DEALERS.

You
Buy This



We
Give
You This

